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## APPROACH

We tailor our strategies to you, balancing brand and business goals to build a structure for short-and-long-term success.

**Helping our Clients Build Profit Volume or Increase Market Share: While the services we provide for our clients may differ, our approach is always grounded in our core business philosophy - to build healthy, self auditing marketing frameworks that incorporate all channels, managing key performance indicators to achieve the overall business goals of the company.**



Overall Goals: We balance your brand and economic objectives when evaluating and defining goals, using the results of our analysis and drawing on our years of experience.

We have an acute understanding of the tradeoffs made between cost, volume and profitability, realizing that you cannot simultaneously obtain all three. Whether you want to grow your company's market share or increase profit volume, we understand where those tradeoffs occur and predict the outcome.

Structure For Success: We build self-auditing into every solution, beginning with an understanding of Brand and business goals. We can work within your existing programs to eliminate inefficiencies, or help define new goals and programs to continuously drive your business forward.

The Big Picture: MakeBuzz differs from other firms in our industry by looking both holistically and in detail at your marketing programs, from goals and governance, to media efficiency.

We see beyond return on investment, applying Cost Volume Profit Analysis to measure your customer response at different stages of the customer engagement cycle. We help produce results where it matters to you: increased profit volume or market share.